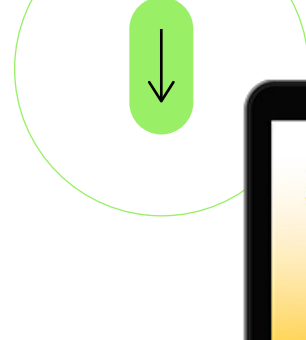


TRILLIANT

case study



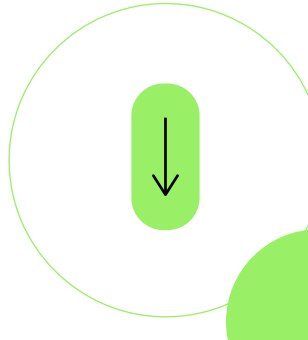
BACKGROUND

Trilliant Surgical provides orthopedic implants for foot and ankle trauma procedures. Initially they started with one star product: Tiger Headed Cannulated Screws. By 2018, there were 15 product lines for forefoot, midfoot, rearfoot, and ankle procedures and they needed help to bring all elements together cohesively.



THE PROBLEM

Trilliant’s original logo was a typical start-up logo, not very professional-looking. The company felt it did not reflect their brand accurately. As the company grew, they needed to develop the brand, not only to support the many product lines but also to increase brand awareness and achieve a market leading position.



SOLUTION

A full rebranding system was created starting with a cutting-edge corporate logo. We then developed an integrated design system for their entire product line, along with a modern, innovative and functional website.

Once we completed the rebranding process we then focused our creative efforts to ensure Trilliant’s communications came alive too– with newly designed sale sheets, marketing brochures, corporate templates, a fresh booth design for company exhibitions and a product launch video.



RESULT

Trilliant achieved strong sales growth which led to an acquisition by DJO in January 2021.

